



CLAYTON COMMUNITY FOUNDATION

10 North Bemiston
Clayton, Missouri 63105
314.290.8553 / claytoncommunityfoundation.org

CCF BOARD OF DIRECTORS AGENDA

August 19, 2020 at 5:30pm

Zoom: <https://us02web.zoom.us/j/82791204587>

1. Call to Order by Becky Patel
 - Welcome and Introductions
 - Approval of Minutes
 - President's Report
 - July 2020 Scorecard Review
2. Guest Speaker: Mayor Harris – Updates on Clayton
3. Treasurer Report – Cindy Rapponotti
 - Second Quarter Financial Report
 - FY20 Working Budget
4. Strategic Planning Initiatives – Brian Edwards & Sarah Melinger
5. Committee and Core Initiative Highlights
 - Philanthropy
 - Major Gifts
 - Community Building
 - Board Development
 - CCF History
6. Board of Aldermen Liaisons Report
7. Legal Report – Gary Feder
8. New Business
 - Joint Meeting with BOA/CCF EC is being scheduled for October.
9. Next Meeting – November 18, 2020



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CCF Board of Directors Meeting
Minutes
May 20, 2020

Attendees: Becky Patel*, Cindy Rapponotti*, Gary Feder*, George Hettich*, Marta Martin*, Cindy Berger*, Mark Carlie*, Debbie Chase*, Brian Edwards*, Angela Flotken*, J.J. Flotken*, , Katie Lerwick*, Richard Ryffel*, Rebecca Thorn*, Colleen Watermon*, Cordell Whitlock*, Mike Zaccarello*, Helen Ziercher*, Wendi Alper-Pressman*, Josh Ferguson*, Judy Goodman*, Stephanie Gross*, Sarah Melinger*, Jennifer Volk*, Cindy Wallach*, Cheryl Verde*, Joanne Boulton – BOA

Absent: Chuck Freedman*, Barbara Brinkman*, Joe Downs*, Jill Fisher*, Sarah Luem*, Steven Rosenblum*, Bridget McAndrew-BOA

Staff: Patty DeForrest – Director of Parks and Recreation
Alex Elmestad – CCF Administrator

***Voting Member QUORUM MET (26 of 32 members)**

1. Call to Order

- **Welcome:** Becky Patel called the meeting to order at 5:34pm. Alex provided Zoom etiquette for the video call.
- **Approval of Minutes:** The minutes of February 19, 2020 were approved as submitted. Motion to approve by George Hettich, seconded by Mark Carlie.
- **Introductions:** Becky led icebreaker with three Zoom polling questions. Followed by icebreaker to introduce board members to each other and share past travel stories.
- **President's Report:**
Becky thanked everyone for attendance and success at last CCF event, All that Glitters on February 28. Referred everyone to the CCF Adjustments in Response to Pandemic document. Highlighted the new opportunity for donors to rediscover their community, neighbors, and Clayton assets. Stated that many of the CCF events or sponsored events have either been cancelled or postponed, pending further guidance from the St. Louis County. Reported on scheduled meeting to review FY20 Budget to assess expense and revenue in response to recent pandemic related factors. Announced recent \$100,000 grant award from the William T. Kemper Foundation for The Commons in Shaw Park.
- **Scorecard:** Becky directed the members to review the current scorecard. Stated that the organization would probably not meet all of the projected goals, but highlighted a success that CCF was meeting its pace goal for new donors.

2. Financial Report

- Cindy Rapponotti reviewed the first quarter financial report with the Board members. She reviewed the restricted versus unrestricted funds in the financial statement. Majority of assets are designated for restricted projects. She noted statement of cash flows as well as adopted FY20 Budget and the scheduled meeting to review FY20 Budget to assess revenue and expenses. In reviewing the budget, she noted the \$400,000 gift from Centene which was not a budgeted item. Referring to Project Update page, noted what was listed was total costs, not necessarily totals of what CCF budgeted or funded.

3. Strategic Planning Initiatives

- Becky updated the Board on the status of the Strategic Plan. She directed members to the supporting objectives and highlighted priority for 2019-2020. One goal has been completed with the hiring of a full-time CCF Administrator. Stated that the City had contracted for comprehensive master planning, but that the process was on hold due to the current environment, but that CCF is ready to support the big ideas and be involved once it is able to proceed. She discussed that Brian Edwards would champion supporting objective 3.2 Build relationships with 12 organizations. Asked other members for their input and that the next step would be to develop an action plan which would outline definitions and meaning for developing various strategic relationships. She highlighted recent successes in major gifts due to groundwork laid over the past six months. Stated that in the short-term, no significant asks would occur.

4. Committee and Core Initiative Highlights

- **Philanthropy:** Judy reported on the successful All that Glitters event in February, for which because of that event, donations have been received since. Philanthropy is working closely on the messaging, with guidance and resources from the The Rome Group and others that are assisting nonprofits at this time. Stated that the focus was thanking and stewardship, not asking. Judy was pleased to report that donations continue to be received in this unpredictable moment. A community-wide postcard mailer will be sent in June, highlighting assets and focused on CCF awareness and stewardship. Alex is making personal phone calls and related outreach to people, continuing to communicate with stakeholders, community members, and donors.
- **Major Gifts:** George Hettich reported that Major Gifts received a total of \$500,000 this year all from ongoing efforts and asks for select projects. He expressed satisfaction from achieving those goals, but that the committee is also considering timing for future asks this year given the unfolding circumstances. He stated that other committees are still meeting and that discussion is still in the works for a mural in the DeMun area as well as a piece of “gateway art” on Wydown Blvd. Also that the assessment of CCF artwork currently in storage would occur once facilities were back open. He deferred to Katie’s report on the Historical Markers. And reported the main projects for parks was The Commons at Shaw Park and Maryland Park. Max Breitmayer is the Chair for the Major Gifts Subcommittee focusing on fundraising efforts for Maryland Park. For sustainability, the E-Cabs project has been removed from current efforts, with revisiting another possible project in the near future.
- **Community Building:** Marta Martin reported that CCF is focusing its efforts on current assets and accomplishments, rather than the any cancellations and postponed events or projects. This includes efforts to promote Otocast, walking tour and rediscovery of our community. Barbara Brinkman will be providing art content for social media posts on Tuesdays, while Katie Lerwick will be providing history content on Thursdays. Marta also

highlighted the video series with Esley Hamilton focusing on Clayton neighborhoods, for which there is a video teaser posted on the CCF website. Planning for the events this summer are on hold. And launch date for the Maryland Park fundraiser is TBA, pending updates on construction timelines. Social media will promote the limited edition enamel pin to coincide with the mailed June postcard. Board members are encouraged to share social media posts and pages with networks. The next meeting is May 26 at 8:00am.

- **Board Nominating and Development:** In Chuck Freedman's absence, Becky Patel reported that it is time to start thinking about board member nominations for 2021. The number of spots to fill is not yet confirmed, but CCF always should be considering who should be serving. She reminded board members to make their annual donation. Stating that there is not a minimum gift, but it is important to demonstrate that every member give to the organization. Sarah reiterated that is important when applying for grants that CCF demonstrate 100% board giving to show commitment to the mission. Encouraged board members to make annual gift prior to June 30.
- **CCF History:** Katie Lerwick provided update on the video series, which is complimenting the *Clayton Neighborhoods* exhibition. Reported that they filmed the first segment with historian Esley Hamilton and plan to resume this Sunday. Assuming weather remains good, the video should be filmed and edited within planned timeframe. Awaiting to begin work on physical exhibition until the reopening of The Center of Clayton. Katie asked that board members share any memories or stories with CCF History of experiences in the many Clayton neighborhoods. This sort of storytelling would further contribute to the exhibition, but also social media promotion prior to opening. On historical markers, she stated that the program was informed by best practices shared by educators at the Missouri History Museum and that a placement map had been drawn. The antipacted first marker is oak Knoll Park, with a plan to present designs for approval to the Board of Alderman at a TBA future date.

5. Board of Alderman Liaisons Report

- Joanne Boulton thanked Bridget for writing the report and provided updates on delays due to the pandemic. All capital projects are on hold, unless it had been bid out. The Board of Alderman (BOA) was in process of looking at current finances and making necessary budget revisions. She stated that the City had a healthy reserve. Judy thanked Joanne and the BOA for the detailed report, especially now when people are not seeing each other as much for updates.

6. Legal Report

- Gary Feder reported on the charitable pledge agreement between the Centene Charitable Foundation, CCF, and the City of Clayton on lead gift. The first installment of the gift has already been made approximately six weeks ago. The Mayor already made the official announcement of Centene being the lead gift at the State of the City address in January. This gift also included the mention of naming rights: The Centene Commons at Shaw Park. Gary also provided updates regarding the project only being delayed, but still moving forward as outlined in the original agreement. The agreement was slightly modified to include provisions about if the larger project did not occur and what would happen to the pledged and received gift payments as a result. At the moment, Gary expressed that all parties are at 99% full agreement and that the legal document would be presented next Tuesday for BOA approval. Gary mentioned the desire to make an official public announcement at a later date as to really launch excitement of the lead gift and project, while also inspiring more donors to give since there is still more fundraising to be done.

7. **Action Items**

- No action items

8. **New Business**

- Becky referred everyone to the CCF Conflict of Interest and Documentation Policy. She stated that the organization requires every board member to sign a copy annually and send to Alex for records.
- Becky opened the floor to discussion. Judy thanked Becky and Alex for orchestrating the Zoom virtual Board of Directors of meeting.

8. **Adjourn**

- The meeting adjourned at 7:03 p.m. The next Board of Directors meeting will be August 19, 2020 via Zoom call.

Minutes submitted by Alex Elmestad.



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CCF 2020 Scorecard

Month: July Results

PHILANTHROPY	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Total Donors	33	16	48%	298	400	233	176	75%
New Donors	12	2	17%	40	142	83	24	29%
Renewing Donors	22	14	65%	258	258	151	152	101%
Gifts \$500 < \$999	3	1	30%	27	40	23	17	73%
Gifts =>\$1,000	3	2	60%	30	40	23	20	86%
Cumulative Dollars Raised	\$12,500	\$5,694	46%	\$103,479	\$150,000	\$87,500	\$54,374	62%

MAJOR GIFTS	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Donor Meetings	1.5	0	0%	14	18	10.50	4	38%
Proposals Submitted	0.75	4	533%	7	9	5.3	6.0	114%
Major Gifts Funded (=>\$10K)	0.5	0	0%	3	6	3.5	2.0	57%
Public Presentations	0.3	0	0%	6	3	1.8	0.0	0%

COMMUNITY BUILDING	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Communication Posts	11	3	28%	110	130	76	33	44%
Communication Reach	1667	646	39%	17214	20000	11667	9,081	78%
Communication Engagement	333	946	284%	2646	4000	2333	8462	363%
Event Attendance	292	0	0%	3450	3500	2042	140	7%

BOARD DEVELOPMENT	CURRENT MONTH			2019 RESULTS	2020 GOAL	PACE TARGET		
	Goal	Actual	% to Goal	Results	Goal	Goal	Actual	% to Goal
Number of BoD Giving a Gift	3	5	188%	96%	32	19	28	150%
Number of BoD Active on a Committee	32	32	100%	100%	32	32	32	100%
	Most Recent Quarter		% to Goal	Results	Goal	Cumulative Year To Date		% to Goal
Board of Directors Meeting Attendance	84%		0%	63%	75%	74%		99%

CLAYTON COMMUNITY FOUNDATION
STATEMENT OF FINANCIAL POSITION
As of: JUNE 30, 2020

FUND 90: CLAYTON COMMUNITY FOUNDATION

CASH:

COMMERCE CHECKING ACCOUNT	\$143,011.48
LESS OUTSTANDING CHECKS	-\$1,850.96
DUE TO CCF FROM CITY	\$0.00
DUE TO CITY FROM CCF	-\$13,920.99
PENDING BANK TRANSACTIONS	-\$166.99

SUBTOTAL	\$127,072.54
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SHORT TERM ASSETS:

STOCKS	\$1,622,030.30
INVESTED FUNDS	\$599,000.00
ACCOUNTS RECEIVABLE	\$0.00
INTEREST & DIVIDEND RECEIVABLES:	\$73.89

TOTAL ASSETS:	\$2,348,176.73
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ASSETS:

UNRESTRICTED ASSETS

UNRESTRICTED CCF	\$68,816.06
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TOTAL UNRESTRICTED ASSETS	\$68,816.06
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RESTRICTED ASSETS

RESTRICTED CCF	\$2,265,781.50
RESTRICTED CCF - ART	\$0.00
RESTRICTED CCF - HISTORY	\$13,579.26
RESTRICTED CCF - PARKS	\$0.00

TOTAL RESTRICTED ASSETS	\$2,279,360.76
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TOTAL ASSETS	\$2,348,176.82
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LIABILITIES

Accounts Payable	\$0.00
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TOTAL LIABILITIES	\$0.00
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TOTAL LIABILITIES & ASSETS	\$2,348,176.82
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CCF RESTRICTED FUND DETAILS**As of: June 30, 2020****CCF:**

Chapman Plaza - Maintenance Reserve		
	Stock	\$1,622,030.30
	Dividends & Interest	\$4,646.55
	Sale of Stock	\$59,884.17
Anderson Park Trees		\$10,500.00
Bench/Tree Program		\$13,027.07
Nature Trail - Oak Knoll Park		\$893.93
Maintenance Reserves - Park Projects		\$8,949.48
Undesignated Park Funds		\$600.00
DeMun Park		\$250.00
Park on Maryland Avenue		\$50,000.00
Centene Commons at Shaw Park		\$495,000.00
CCF RESTRICTED FUND TOTAL		\$2,265,781.50

CCF – HISTORY:**FUTURE RESTRICTED FUNDS:**

Clayton History Center	\$6,844.53	
Hanley House	\$6,443.12	
Historical Artifacts	\$291.61	
CCF – HISTORY RESTRICTED FUND TOTAL		\$13,579.26

TOTAL CCF RESTRICTED FUND	\$2,279,360.76
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Clayton Community Foundation

Statement of Cash Flows

As of: June 30, 2020

Account Title	FY19	FY20	FY20
	Actual	Adopted Budget	Year to Date
Beginning Balance	\$2,146,103.60	\$1,929,743.69	\$1,996,006.56
Revenue			
Donations - Individual	\$58,609.78	\$70,000.00	\$35,075.58
Donations-Individual-Restricted	\$28,229.99	\$50,000.00	\$1,250.00
Donations - Corporate	\$1,450.00	\$5,000.00	\$0.00
Donations-Corporate-Restricted	\$7,500.00	\$5,000.00	\$495,000.00
Donations - Stock	\$0.00	\$0.00	\$0.00
Donations - Dividends	\$27,757.84	\$20,630.00	\$9,025.61
Events	\$9,398.24	\$14,500.00	\$3,400.00
Grants	\$50,000.00	\$0.00	\$0.00
Tributes	\$5,000.00	\$9,500.00	\$6,750.00
Merchandise	\$36.09	\$0.00	\$0.00
Miscellaneous	\$0.00	\$50.00	\$0.00
Stock Market Value Change	\$1,375.06	\$0.00	\$0.00
Gain/Loss on Sale of Assets	\$0.00	\$104,370.00	\$0.00
Interest	\$7,677.85	\$3,000.00	\$5,022.13
Revenue - Subtotal	\$197,034.85	\$282,050.00	\$555,523.32
Year End Revenue	\$2,343,138.45	\$2,211,793.69	\$2,551,529.88
Operating Expenses			
CCF Contractual Services	\$76,056.05	\$121,555.00	\$53,208.00
CCF Commodities (supplies)	\$20,731.22	\$24,000.00	\$10,796.87
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$11,597.82	\$14,160.00	\$183.16
CCF Parks	\$0.00	\$0.00	\$0.00
Operating Expenses - Subtotal	\$108,385.09	\$159,715.00	\$64,188.03
Project Expenses			
Clayton Century Foundation	\$238,746.80	\$382,190.00	\$139,165.03
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
Project Expenses - Subtotal	\$238,746.80	\$382,190.00	\$139,165.03
Accrued Expenses			
CCF	\$1,881,376.81	\$1,644,922.35	\$2,265,781.50
Art	\$0.00	\$0.00	\$0.00
History	\$13,579.26	\$7,787.65	\$13,579.26
Parks	\$0.00	\$0.00	\$0.00
Accrued Expenses - Subtotal	\$1,894,956.07	\$1,652,710.00	\$2,279,360.76
Unrestricted Funds	\$101,050.49	\$17,178.69	\$68,816.06
Ending Balance	\$1,996,006.56	\$1,669,888.69	\$2,348,176.82

Clayton Community Foundation

Project Update

As of: June 30, 2020

Current Projects

Description	Prior Fiscal Years	Total Project Cost	Total Project Cost
	Expenditures	Budget	To Date
Centen Commons at Shaw Park	\$898,000.00	\$14,200,000.00	\$1,368,000.00
Park on Maryland Avenue	\$354,000.00	\$704,000.00	\$354,000.00
Total Current Projects	\$1,252,000.00	\$14,904,000.00	\$1,722,000.00

Completed Projects

Description	CCF Expenditures	Total Project Cost	CCF General Fund Expenditures
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Sensory Garden Egg	\$750.00	\$1,500.00	\$750.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
Hanley House Porches	\$129,730.00	\$173,500.00	\$0.00
Shaw Park Master Plan Overlay	\$100,000.00	\$104,700.00	\$0.00
Hanley Park Signage	\$10,000.00	\$10,000.00	\$0.00
Shaw Park Multi-Use Facility Design	\$30,000.00	\$35,000.00	\$30,000.00
James Surls Sculpture in Shaw Park	\$420,000.00	\$420,000.00	\$20,000.00
Party of the Century	\$137,257.77	\$137,257.77	\$0.00
Enterprise Holdings Pavilion	\$750,000.00	\$798,000.00	\$0.00
Anderson Dog Park	\$112,500.00	\$122,000.00	\$0.00
Oak Knoll Playground	\$2,729.00	\$295,061.00	\$2,729.00
Shaw Park Recreational Trail - includes the 3 projects listed: Moneta Garden, Adult Fitness Center and Mayor Goldstein's Garden	\$285,394.59	\$586,000.00	\$32,500.00
Follman Plaza	\$16,050.52	\$16,050.52	\$0.00
Trova Installation - Two Standing Poets	\$1,639.33	\$1,639.33	\$0.00
Newman Green	\$120,000.00	\$124,500.00	\$0.00
Clayton History Center	\$41,575.70	\$41,575.70	\$0.00
Taylor Park	\$10,000.00	\$416,519.26	\$5,000.00
Firefighters Memorial Garden	\$2,826.00	\$4,450.00	\$1,500.00
Otocast	\$8,980.00	\$8,980.00	\$6,230.00
Chapman Plaza and Falls	\$5,188,972.26	\$5,188,972.26	\$0.00
Family Center Playground	\$57,800.00	\$88,446.00	\$5,000.00
DeMun Park Project	\$40,027.50	\$540,000.00	\$0.00
Brentwood Dog Park	\$20,000.00	\$37,595.67	\$0.00
Sanger Picnic Site	\$7,543.25	\$22,640.00	\$0.00
Urban Trail in Oak Knoll Park	\$19,106.07	\$16,723.03	\$0.00
Total Completed Projects	\$7,562,133.38	\$10,094,678.93	\$132,960.39



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STRATEGY MAP

3/10/2020

VISION

Horizon: 10 Yrs

Core Ideology

Core Values

- Stewardship
- Collaboration
- Engagement
- Enrichment
- Leadership

Core Purpose

To enhance & connect our Community:

Residents ↔ Live
Workforce ↔ Work
Visitors ↔ Play

Envisioned Future

Courageous Goal

Catalyze a ten-fold increase in Community engagement and connection to Clayton's Assets (places, programs, projects, people)

Vivid Description

Clayton is a vibrant community where you can be...happy, healthy, engaged, informed...Clayton is a destination for all its constituents.

MARKET POSITIONING STRATEGY

5 - 7 Yrs

Sustainable Competitive Advantages

- County Seat
- Geographic Location
- Business Base
- Walkability
- Schools
- Safety
- Public Transit
- Public Green Space
- Public Art
- Free Events
- Dining/Retail Options
- City Government
- Educational Institutions
- Engaged Citizens
- Property Tax Base
- Clean

Target Channels / Markets

- Neighboring Communities
- Neighborhood/Con do Associations
- Chamber of Commerce
- Clayton School District
- Media & Student Target Media
- Wealth
- Management Advisors
- Estate Planning Attorneys
- Cultural Festivals
- Social Media
- Grant Making Foundations
- Explore St. Louis
- STL Association of Realtors
- BOMA
- City of Clayton
- Communications Leadership
- Higher Education
- Employers Direct
- Pillar Related Societies
- Regional Historical Societies

Target Customers / "Community"

- Residents
- Families
- Workforce
- Visitors
- Students
- Shoppers
- Seniors
- Renters
- Tourists
- Business Owners
- Young Professionals
- Diners
- Neighboring Communities

Target Assets (Not in Priority Order)

PHYSICAL ASSETS

- Public Art
- Performance Art
- Public Facilities
- Open Space
- Hanley House
- History Center
- Historic Markers
- Rain Gardens
- LEED Certification
- Bike Infrastructure
- Solar Trees
- ECars
- Trash Receptacles

EXPERIENTIAL ASSETS

- Butterfly Gardens
- Lectures, Otopast, walking tours, events
- Fitness & Recreation Programs
- Parties
- Social Media
- Exhibits, Lectures, Tours
- Century Homes
- Programs
- Invasive Plant Removal
- Young Friends Group
- Affinity Groups

IMPLEMENTATION STRATEGY

GOALS

3 Yrs

1.0 Improve CCF Infrastructure

Champion – TBD

2.0 Increase Community Engagement & Connection to Existing Assets

Drive 40% of the 10x increase in Community engagement

Champion – Marta T. & Becky P.

3.0 Develop Opportunities to Collaborate with Complimentary Organizations

Drive 10% of the 10x increase in Community engagement

Champion – Brian E.

4.0 Create New Assets

Drive 10% of the 10x increase in Community engagement

Champion – Sarah M. & J. J. F.

SUPPORTING OBJECTIVES

2 - 3 Yrs

Priority for 2019 - 2020

1.1 Develop & Consolidate CCF Brand

1.2 Technology

1.3 Staff (complete)

1.4 Dedicated Facility for CCF

1.5 Implement measurement of Asset utilization/engagement

2.1 Improve CCF Web Experience

2.2 Record & make available existing programs, e.g. live streaming

2.3 Create a multi-year event plan

2.4 Develop walking tours

2.5 Develop multi-year media and social media strategy

2.6 Pilot utilization programs, e.g. Otopast check-in

2.7 Foster Community engagement in Community master planning

3.1 Create complimentary organizations data base

3.2 Build relationships with 12 organizations

3.3 Develop 3 events or projects within 3 years

4.1 Create quick-hit projects for Physical Assets & Experiential Assets

4.2 Provide support for a major Asset identified in City master planning.

4.3 Raise \$1.0 million for operating expense endowment

4.4 Raise \$4.0 million for major gifts program

4.5 Raise \$2.5 million to implement strategic plan objectives

HOW

WHY



Clayton Community Foundation

Philanthropy Committee Report – August 2020

Our focus is to encourage individual community members and small businesses to make an annual gift to CCF, recognize and reward donors, and to grow the Ralph Clayton Society.

2020 Committee Members:

Judy Goodman, Sarah Melinger, volunteer ATG committee, and new board members

Highlights of 2020 to Date:

Donor Outreach

- Over 100 annual donors received personal phone calls and related one-on-one communications. Resulting in introductions to Foundation Administrator, updates on projects, discussion of city happenings, expression of gratitude, and providing opportunities for future philanthropy.

2020 Mailings & Appeals

- Renewal letters were mailed in late June to donors that had not yet given in 2020. These personalized letters included a handwritten message and signatures. In the period of June-July, CCF received over *\$19,906 in donations*.
- In early June, a CCF Postcard was mailed to 6,000+ Clayton residents. This piece was designed to promote general awareness, operations, and ongoing impact. The postcard featured faces of all the board members on a Zoom call of the May Board of Directors meeting along with an inspiring message to the community.
- Spring Appeal mailed in early March to 6,000+ Clayton residents. CCF donors received personalized appeal letters and hand-written notes. In the period of March-April, CCF received over *\$22,500 in donations*.
- Business Appeal scheduled for May was postponed until further notice. Development of targeted list of businesses is being explored.
- Fall Appeal is planned for Mid-September. This will likely be a mailer to 6,000+ Clayton residents with a strategic message.
- Year-End Appeal mailing is planned for early November to 6,000+ Clayton residents. CCF donors will receive personalized appeal letters and hand-written notes.
- This mailing typically yields high response rates and donations, with November/December being the two months with largest charitable giving.

Stewardship

- In these uncertain times, CCF's strategy has pivoted to focus on mission awareness, relevancy, and past impact, while remaining sensitive to the unfolding situation and staying connected to the community, stakeholders, and donors. Carefully crafted implementation utilizes a variety of communications: emails, phone calls, personal messages, and targeted outreach.

Board of Directors

- Current board participation in CCF support is 28 of 32 members or 84%. The organization's goal is always 100%, which is helpful when applying for grants and entering into partnerships. There is no required amount for the donation.

Ralph Clayton Society

- Virtual gathering options are in research and development, with possible details to be confirmed in early Fall.
- In-person events have been postponed until further notice. Including the previously scheduled events at both Feder's and Rosenblum's homes.
- Efforts have been focused on stewardship. RCS donors received a special message in the spring and a thank you email from the President.

Additional Efforts

- Philanthropy is coordinating efforts with other committees to ensure messaging is consistent, clear, and inspirational for continued giving and successful fundraising campaigns throughout the year.
- CCF participated in Give STL Day on May 7, the annual initiative organized by St. Louis Community Foundation for nonprofits in the region. While this day does not yield high participation for CCF, it remains a show of regional support.
- The FY19 Annual Report has been published and posted online. This publication highlights the impact of CCF to current and future stakeholders. The report acts as an important tool to garner awareness and secure future support.

2020 Donations to Date

- July 2020: \$54,374. (For comparison July 2019: \$65,036)



Clayton Community Foundation

Major Gifts Committee Report – August 2020

Our efforts focus on major projects and the development, sponsorship, completion and sustainability of initiatives. These initiatives are aligned with the four pillars of CCF: Arts, History, Parks, and Sustainability.

Committee Members:

George Hettich-Chair, Ira Berkowitz, Joe Downs, Gary Feder, Josh Ferguson, J.J. Flotken, Judy Goodman, Stephanie Gross, Michelle Harris, Sarah Melinger, Al Rose, Steven Rosenblum, Colleen Watermon, Mike Zaccarello, Max Breitmayer, Sarah Luem, Debbie Chase, Becky Patel, Anna Welke, Cheryl Verde, Sam Hall, Jennifer Volk, Marta Martin

Major Gift Committee Meetings for 2020

January 21
February 18
March 17
April 21
May 19
June 16

July 21
August 7
September 15
October 20
November 17
December 15

Highlights of 2020 to date below:

Donor Meeting Status: Completion of monthly review of major individual and business donors. Committee to secure meetings for major gifts from individuals, businesses and other foundations. To date status below:

- Public Presentations: 0
- Donor Meetings: 4
- Proposals Submitted: 6
- Major Gifts Funded: 2

ART:

- **Art Committee:** The Art Committee (Co-Chairs Barbara & Stephanie) continues to meet to discuss the approved projects by the CCF Project Review Committee and Board of Aldermen. The committee discussed their main goal of identifying and implementing art guided by the City of Clayton Public Art Master Plan as well as the next action steps required. The committee plans to invite a member of the Public Art Advisory Committee (PAAC) to join their committee in order to remain in sync with city policies, ordinances, and approval processes.
- **Art in DeMun Park:** The city is working to develop guidelines for public artwork creation on private/public property and any additional public policies that would be required for PAAC and BOA approval. Once this is established, further exploration of a RFP or RFQ process can occur. This project is included in pg. 26 of the Clayton Public Art Master Plan.
- **Gateway Art:** The Art Committee is exploring the possibilities of artwork on the east median

entrance of Wydown Blvd. at Skinker. The committee identified the next step of approaching a local foundation that has loaned artwork in the past. This project is included in pg. 23 of the Clayton Public Art Master Plan.

- **CCF Art Collection:** This fall, Alex is scheduled to assess the condition and inventory of artworks located in storage. With approval from the Executive Committee, the sale of artwork could be proposed to be earmarked for future projects.

HISTORY:

- **Historical Markers:** Pending design approval by the BOA, along with any feedback from the Mayor's task force on history/monuments, CCF History is moving forward with the historical markers in the City of Clayton. The program is informed by best practices of the Missouri History Museum's future historical marker program to be implemented throughout the state. A placement map has been developed, including approximately 12 markers total at various sites around the city. Once the design is approved, CCF will sponsor the first marker, which will act as a model for future markers. The committee will be looking for a donor to fund all the markers (\$30,000-\$36,000) but could also fund on a marker-by-marker basis (\$2,500-\$3,000 each).

PARKS:

- **Centene Commons at Shaw Park:** In May, CCF was awarded \$100,000 from the William T. Kemper Foundation and Commerce Bancshares Foundation for the project. Centene has pledged a \$2,000,000 lead donation with naming rights. Due to the pandemic and related financial uncertainty, the BOA decided to delay construction of new capital projects, and The Commons is delayed until FY22 at the earliest. These delays have been communicated to donors and no concerns have been expressed and discussions with other donors continue.
- **Park on Maryland Avenue:**
Due to the pandemic, Clayton like many other cities, continues to realize a dramatic reduction in revenue. Budgets have been revised with the need to focus on essential services. Given this financial uncertainty, the City cannot fully commit to the construction of the park at this time. The Clayton Community Foundation now has a unique opportunity to save the park and ensure the completion of this exciting amenity. The BOA has agreed to give CCF until the end of the 2020 calendar year to raise funds for the project. This is now the main priority for CCF Major Gifts and the Committee has merged with members of the Maryland Park MG Subcommittee (Chair Max Breitmayer) to work together to raise \$350,000.

SUSTAINABILITY:

- **Sustainability Commission:**
CCF plans for board members and staff to attend these virtually scheduled public meetings so that future CCF projects and decisions can be informed by city initiatives, and related needs or priorities. There has been discussion on how all projects should have an element of sustainability for which to highlight, celebrate, and use as model for further innovation.



Clayton Community Foundation

Community Building Report – August 2020

Our efforts focus on Communication, Public Events, and Engagement.

Committee Members:

Marta Martin– Chair, Becky Patel, Cheryl Verde, Barbara Brinkman, Cordell Whitlock, Judy Goodman, Katie Lerwick, Carole Christie, Brian Edwards, Jennifer Volk. New members are welcome.

Community Building Committee Meetings for 2020

Community Building Committee Meetings will be held virtually through 2020, via conference call or Zoom.

Communications:

- The Park on Maryland Avenue will be a main focus for the rest of the year. Given the short timeline to fundraise through the end of 2020, social media posts will reflect this urgency and need. A Facebook fundraiser will be launched in the late summer, with a goal to drive donations through immediate networks, but also drive awareness and message of the project itself.
- During the pandemic, CCF shifted its message to focus to stewardship. Rather than drive fundraising, CCF communicated its ongoing relevancy, especially in these times (i.e., need and importance for parks and assets used daily by the community during Stay-At-Home order).

Social Media (Facebook & Instagram):

- Over the last few months, social media posts have highlighted History and Art. This has given CCF the opportunity to develop narratives about the importance of these two pillars. Katie Lerwick has been providing quality content, that explores throwbacks and comparisons to the 1918 pandemic, as well as related historical moments that relate to contemporary life. Barbara Brinkman has shared posts about public artworks located throughout the city, providing insights into the walkability, as well as the existing assets for the public to enjoy outside during times of isolation.
- Jennifer Volk has also provided a suite of content related to Sustainability posts, which aligns both with the city's initiatives and possible future CCF projects. These posts will appear throughout the rest of year. In promotion of parks, the Park on Maryland Avenue will be the main focus until the end of the year.
- Looking towards the fall season, the promotion of the Otocast App will be featured, another CCF project that the public can use to explore outdoor amenities.
- Over the last months, virtual audiences and engagement only continues to increase. For example: "Communication Reach" as outlined on the June Scorecard (which includes metric from Facebook, Instagram, and email open rate) is 2,682, over 161% higher than the set goal for the month. And "Communication Engagement" (which includes metric from Facebook, Instagram, and website clicks) is 3,045, over 914% higher than set goal for the month.
- CCF Facebook Page has 452 followers and 424 likes. CCF Instagram Page has 253 followers. We would encourage all board members to make sure to "like" and "follow" us on Facebook and Instagram and share our posts frequently with all of your networks.

Multimedia:

- To better promote the current assets, past accomplishments, and provide audiences with

the impact of CCF, the hiring of a professional photographer is being explored. The scope of work would include the documentation of select projects from the 27 that have been completed. These high quality images would be used for all media purposes, including but not limited to: website, social media, print material, eblasts, and related press. This archive would exist and be accessible for use by internal stakeholders for the foreseeable future.

- *Clayton Neighborhoods*, the exhibition by CCF History includes a series of narrative clips, featuring historian Esley Hamilton focus on the important neighborhoods throughout Clayton. The clips will become the focal point of the fall exhibition and will be posted, shared, and utilized throughout CCF platforms.
- Cordell Whitlock recently completed the new CCF promotional video in the spring. It is posted on the homepage and about page of the website. Its release was meant to be timed with the 2020 Spring Appeal but was foreshadowed with evolving narratives of the pandemic. Looking towards the fall, the video will be used as a focal point for messaging, awareness, and impact of CCF.

Events (see calendar to confirm dates, times, locations):

- All Musical Nights have been cancelled due to the pandemic. Community Building is assessing alternative engagement strategies, including possibly a few virtual events in the fall.
- All other city events have been cancelled for the remainder of the year. CCF has decided not to focus on cancellations but instead promote the History, Art and Parks that the community can currently access to drive positive messaging.
- We can schedule someone to speak at neighborhood association meetings or appear at neighborhood parades. .
We can schedule lectures or panel discussions on topics related to our core pillars – if you have any ideas, let us know and we can plan something together.

Giveaways:

- The free CCF gift with a 2020 donation will be a limited-edition pin. The pin is in to encourage friends, other board members and community members to give now. This fits easily in a mailing envelope, is lightweight, cost-effective, but also stylish for wearing and brand awareness. We will promote this through social media.
- Giveaways for Musical Nights have been put on hold due to the pandemic. However, an engagement activity is being discussed that would safely best promote CCF.



Opportunities for Board Involvement/Volunteers:

- Would like someone to review our website periodically (~1x/month) and recommend updates for programming, announcements, and accuracy.
- Any ideas YOU have are welcome!



Clayton Community Foundation

Board Development Report – August 2020

Our efforts focus on Engagement, Education, Team Building.

Committee Members:

Chuck Freedman, Cindy Rapponotti, Cindy Wallach, Sarah Melinger, Becky Patel, Judy Goodman, Richard Ryffel, Janet Horlacher

Board Development Committee Meetings for 2020

January 22 & 28 (orientation)	July 9
February 13	August 13
March 12	September 10
April 9	October 8
May 14	November 12
June 11	December 10

Highlights and Initiatives for 2020:

- **Nomination process:** Nomination deadline for this year is August 31, 2020. The nominations for both renewing and new terms will be reviewed in the September meeting and a recommended slate of nominees will be developed. The Executive Committee will vote on a slate of nominees in their October meeting. The slate will be moved to the full Board of Directors for a vote in their November meeting.
- **Board Seats:** Monthly evaluation of quantity of board seats open for 2021 slate of new board members. Monthly review of the process of seeking and reviewing board nominations.
- **Diversity:** CCF is committed to inclusion and is designed to be a reflection of the full Clayton community. The Board Development Committee has pledged to recruit at least two minority members to the new board class. They have agreed to continued review of bylaws and official representative structure in the organization to ensure continued diversity practices.
- **Board Matrix:** To ensure diversity of talent and expertise, a revised matrix has been created so that fellow members understand each other's area of expertise as well as current employer. This additional information provides greater perspective for individual members, so that the organization may operate efficiently and effectively, and fully utilize its collective influence to achieve its long-term strategic goals.
- **Board Education and Team Building:** Initiated board education with guest speakers at quarterly Board of Directors meetings on topics tied to our four pillars: Art, History, Parks,

and Sustainability. Team building exercise began with the February board meeting and will continue throughout the year.

- **Board Commitment:** Monthly review of current members for engagement of one or more committees or a CCF project or initiative. Plans to check in with each new board member a few times throughout the year to ensure their engagement.
- **Board Orientation:** In January, we completed two orientation meetings to accommodate our eight new board members, the largest new board member class ever. Becky Patel and Sarah Melinger led them through a presentation on our history, purpose, current projects and opportunities for them to get involved. Most committee chairs attended at least one of the meetings and spoke about their respective committees as well.

2020 CCF Board Matrix

Last Name	First Name	Committee	Area of Expertise	Employer
2018-2020				
Carlie	Mark	Strategic Planning	Administration, Accounting, Real Estate	Retired: Stone Carlie / Advisor Rahill Capital
Fisher	Jill		Accounting, Real Estate	
Flotken	JJ	Major Gifts	Insurance, Healthcare	Caravus
Freedman	Chuck	Chair Board Development, Executive Committee,	Finance	Commerce Bank
Goodman	Judy	Chair Philanthropy, Executive Committee, Board Development, Major Gifts, History, Art	Marketing, Public Relations, and former Govt. Municipal	Lents & Associates
Luem	Sarah	Major Gifts	Legal, Business, Real Estate	Capes Sokol Attorneys at Law
Whitlock	Cordell	Community Building	Public Relations, Marketing, Broadcast Media	Community Action Agency of St. Louis County
2019-2021				
Berger	Cindy	History	Education	Educator at STL Zoo / Volunteer at Hanley House
Brinkman	Barbara	Co-Chair Art, Community Building	Public Relations, Fundraising, Business	Retired: Mercy
Feder	Gary	Legal Advisor, Executive Committee, Major Gifts	Legal	Husch Blackwell
Ferguson	Josh	Major Gifts	Business	Kaldi's Coffee
Gross	Stephanie	Co-Chair Art, Major Gifts	Business, Fundraising	Pipe and Duct Systems, LLC
Patel	Becky	President, Executive Committee, Major Gifts, Philanthropy, Community Building, Board Development, History, Art	Govt. Municipal, IT Services	General Dynamics
Rapponotti	Cindy	Treasurer, Executive Committee, Board Development	Finance	Commerce Bank
Watermon	Colleen	Major Gifts	Fundraising, Nonprofit, Public Relations	WUSTL: Gephardt Institute for Civic & Community Engagement
2020-2022				
Downs	Joe	Major Gifts	Business, Real Estate, Architecture/Engineering, Construction	The Opus Group
Chase	Debbie	Major Gifts, Major Gifts Subcommittee: Maryland Park, Strategic plan SO 3.2	Fundraising, Nonprofit, Healthcare, Education, Social Services, Housing	University City Education Foundation
Edwards	Brian	Community Building, Strategic plan Champion 2.0 Goal	Real Estate, Business, Public Relations	Brian P. Edwards Real Estate Group & Keller Williams Realty
Hettich	George	Chair Major Gifts, Executive Committee	Business, Finance, Housing	Advantage Capital
Flotken	Angela	Sustainability	Business, Marketing, Public Relations	The Better Have
Lerwick	Katie	Chair History (through 2020), Community Building	Nonprofit, Museum	International Photography Hall of Fame and Museum
Melinger	Sarah	Immediate Past President, Executive Committee, Major Gifts, Board Development	Fundraising, Nonprofit	Consultant
Alper-Pressman	Wendi	Major Gifts, Major Gifts Subcommittee: Maryland Park	Legal: Construction, Real Estate	Lathrop GPM LLP
Rosenblum	Steven	Major Gifts, Major Gifts Subcommittee: Maryland Park	Fundraising, Education	WUSTL: University Advancement
Ryffell	Richard	Board Development	Finance, Education	First Bank & WUSTL: Faculty
Thorn	Rebecca	History	Museum / Archive	Anheuser-Busch
Martin	Marta	Executive Committee, Chair Community Building	Legal, Education, Public Relations	Riezman Berger Attorneys & Counselors at Law
Verde	Cheryl	History, Community Building, Major Gifts Subcommittee: Maryland Park	Healthcare, Public Relations	Board President Old Town Clayton Neighborhood Association
Volk	Jennifer	Community Building, Major Gifts Subcommittee: Maryland Park	Broadcast Media, Public Relations, Marketing, Business	Creative Entourage
Wallach	Cindy	Board Development	Marketing, Business, Nonprofit	SAGE Marketing / Birthday Joy
Zaccarello	Mike	Major Gifts	Business, Accounting	Barry-Wehmiller
Ziercher	Helen	History Committee	Museum / Archive	CCF Board / Volunteer

NOTES:

Aldermanic Liaisons:			
Boulton	Joanne	Ward I	Govt. Municipal
McAndrew	Bridget	Ward III	Govt. Municipal



Clayton Community Foundation

CCF History Report – August 2020

To preserve, protect, and promote Clayton's unique history so that people may appreciate its past, present and future. The committee is dedicated to identifying and collecting artifacts and documents for display, publishing written and oral accounts, and conducting diverse educational programs for all ages.

Committee Members:

Katie Lerwick – Chair, Rebecca Thorn – Vice-Chair, Cindy Berger, Jo Christner, Judy Goodman, Bob Paster, Jim Sherby, Cheryl Verde, Hank Winkelman, Helen Ziercher, Brian Edwards, Lizz Gunn

CCF History Committee Meetings for 2020

CCF History Committee Meetings will be held virtually through 2020, via conference call or Zoom. Contact Katie for questions, updates, or next scheduled meeting.

Clayton Neighborhoods Exhibition:

- An introduction video was posted to the CCF website and social media channels. The video features Katie Lerwick providing updates on the upcoming exhibition opening this Fall 2020 at the newly renovated Center of Clayton.
- *Clayton's Neighborhoods* will be CCF-History's first virtual exhibition and will feature perspectives from two local historians – Former St. Louis County Preservation historian, Esley Hamilton, and former Clayton High School history teacher, Donna Rogers-Beard. Esley will speak to the development and unique architecture of eight different Clayton neighborhoods, while Donna provides an important overview of the history of Clayton's African American community. The video will be posted, shared, and utilized throughout CCF platforms. A special thanks to Cordell Whitlock for managing the production, as well as videographer, Peter Foggy.
- The exhibition may also include some items from the collection, as well as an introductory text panel introducing the exhibit and highlighting a great CCF History program: Century Home Project. This program, which provides owners with a plaque will be promoted in conjunction with the exhibition. The program involves an application process, verification of 100+ year old building, and a fee for production of plaque to be placed on the outside of owner's structure.

Social Media:

- CCF History has been providing quality content for CCF's social media pages. These posts have helped keep audiences engaged in a time of isolation as well as aware of ongoing history efforts. Posts have featured throwbacks and a few comparisons to the 1918 pandemic, as well as related historical moments that are relevant to contemporary life.

History Center:

- The History Center located in the newly renovated Center of Clayton will be open to the public by appointment this Fall 2020. As the new home to CCF History, the remodeled space features computers and reference books for research and writing as well as room for viewing historic objects and archives in the collection. Access to the space will be by appointment only and times are subject to availability through 2020. Special thanks to Olin Corporation and CCF donors for their continued support.

Historical Markers:

- Pending design approval by the BOA, along with any feedback from the Mayor's task force on this topic, CCF History is moving forward with the historical markers in the City of Clayton. The program is informed by best practices of the Missouri History Museum's future historical marker program to be implemented throughout the state. A placement map has been developed, including approximately 12 markers total at various sites around the city. Once the design is approved, CCF will purchase/install the first marker, which will act as a model for future markers. CCF History is working with the Major Gifts Committee to fund the entire program and/or each marker.

Events:

- All CCF History events have been postponed until further notice due to the pandemic.

We need your help! If you, or any friends or family members, have any images of Clayton neighborhoods from the past, CCF History would love to have access to them for exhibitions or possibly acquire them if they are suitable for the collection. We would also welcome any memories or interesting stories regarding your experiences living in Clayton's neighborhoods. Please email Katie at klerwick@gmail.com if you can help. Thank you!

August CCF Board of Directors Board of Aldermen Update

The Board of Aldermen plans to form a task force that will provide guidance to the BOA for any potential changes to the City's current commemorative landscape in order to address community concerns that some items glorify racist or oppressive ideals. This could include adding new 'monuments' that highlight important parts of Clayton history that have been overlooked. (Monuments and commemorative landscape include street names, public art, historic plaques, etc.).

PLANNING AND DEVELOPMENT: The Planning Department has received formal plans for a Residence Inn on the "inside" part of the Forsyth Curve. Additionally, the old Bank of America (on the "outside" part of the curve) building has been demolished and a new improved building is currently under construction.

ECONOMIC DEVELOPMENT: On street dining initiative. Staff received many applications for the on-street dining program. As you have likely seen, Public Works has set up orange barricades to provide these restaurants with additional outdoor dining options.

CAR-RELATED CRIME ACTIVITY: Since June 1, Clayton has experienced an increase in crimes involving thefts of property from unlocked vehicles and vehicle thefts. In this time, five vehicles have been stolen – all unlocked with keys left inside. Approximately 35 unlocked cars have been entered, with several missing significant property. On Thursday at 3:20 AM, Clayton officers arrested a juvenile suspect outside of Sasha's on DeMun; he was in possession of stolen property. It was later determined the juvenile burglarized an unlocked house on Arundel and several unlocked vehicles in the same area to steal this property.

BURGLARY SUSPECT ARRESTED: On Monday at approximately 2:30 am, a home was burglarized in the Polo neighborhood. The suspect entered the home by climbing through a window after removing a window air conditioning unit. During the burglary, the suspect took car keys, credit cards, and electronics. The suspect then used the keys to steal the car parked outside. The suspect was also responsible for an attempted burglary and thefts from several unlocked vehicles in Polo during the same timeframe. Later that day, the stolen car was found in a motel parking lot in North County. Detectives were able to identify the suspect as a prisoner who was released from the County Jail at 1:30 am Monday morning, right before the crimes in Polo. At the time of his incarceration, he was being held on a charge of Assaulting a Law Enforcement Officer. The suspect was located and arrested at the same motel on Thursday morning while in possession of a stolen firearm.

PARKS & RECREATION UPDATE: The Center of Clayton, the Tennis Center and the Shaw Park Aquatic Center opened on July 1. Since it opened, the Shaw Park Aquatic Center has continued to have nearly 600 people sign up to swim each day. Several Affiliated User Groups have begun practice – these include CSP Swim Team, Clayton Diving Alliance and Clayton Water Polo – all with reduced numbers and new protocols, but they are all happy to be in the pool. The Center of Clayton continues to see about 250 visitors each day, still significantly under our normal usage but, by all reports for those coming, it is going well. Shaw Park Tennis Center is also doing well and some of the changes (reserving court time) will no doubt extend beyond the pandemic as players have been very happy with this. We will continue to monitor and evaluate our operations and make changes as conditions warrant.

St. Louis County announced changes to the Youth Sports Guidelines that go into effect on Monday, July 20th. Due to the increased community spread of COVID-19 in St. Louis County particularly with respect to children 10 to 19 years of age, youth sports will be limited to practices and within-team play. We had been considering running a baseball/softball program this fall, but due to the fact that our leagues are primarily structured around competition between teams, we have determined that we will not be offering any organized youth sports this fall. Adult leagues are still permitted; however, we will continue to do so according to County and CDC guidance.